



## **King County**

### **Department of Transportation**

Metro Transit Division  
Community Relations and Communications  
KSC-TR-0824  
201 South Jackson Street  
Seattle, WA 98104-3856

May 8, 2007

The Honorable Reagan Dunn, Chair  
Regional Transit Committee  
The Honorable Julia Patterson, Vice-Chair  
Regional Transit Committee  
King County Courthouse  
510 Third Avenue, Room 1200  
Seattle, WA 98104

RE: TAC review of Metro Transit advertising policies

Dear Councilmember Dunn:

This letter responds to the RTC's February 21, 2007, request that the Transit Advisory Committee review Metro Transit advertising policies and offer suggestions relating to public testimony made by Ms. Alisa Engnell against advertising for the BODIES exhibit on Metro Transit buses.

The TAC reviewed Metro's advertising policies at its March 13th meeting. Ms. Alisa Engnell attended, reiterating her objections to the exhibit and her request of the RTC that they:

1. Remove any remaining ads from Metro buses.
2. Make a public statement including:
  - The amount of money that was received through the advertising contract;
  - A description of how the money was used; and
  - An explanation of why the council considered the Bodies Exhibit to be an appropriate source of income for King County

Sharron Shinbo, Metro Program Project Manager, and Cheryl Carlson, Senior Deputy Prosecuting Attorney then briefed the TAC on Metro Transit's current transit advertising policies and answered questions.

TAC members agreed that advertising on Metro Transit buses is protected by the first amendment and that based on Metro Transit's current advertising policies there is no basis to deny the posting of the BODIES exhibit advertisement on Metro buses. TAC supports Metro Transit's current advertising policies and recommends to RTC that Metro Transit continue using its existing policies to guide the use of advertising on Metro buses.

Sincerely,

Mike Taylor, Chair  
King County Metro Transit Advisory Committee

Attachment A1: A public statement on the BODIES Exhibit presented to the King County Regional Transit Committee on February 21, 2007 by Alisa Engnell

Attachment A2: Ordinance No. 222-05 adopted by the San Francisco Board of Supervisors

Attachment B: King County Transit Advertising Rules Briefing for Transit Advisory Committee, March 13, 2007

cc: The Honorable Ron Sims, King County Executive  
Harold Taniguchi, Director, King County Department of Transportation (KCDOT)  
Laurie Brown, Deputy Director, KCDOT  
Kevin Desmond, General Manager, Metro Transit Division, KCDOT  
Betty Gullledge-Bennett, Manager, Community Relations and Communications, KCDOT  
Sharron Shinbo, Program Project Manager, Metro Transit Division, KCDOT  
Cheryl Carlson, Sr. Dep. Prosecuting Attorney, Civil Division, KC Prosecuting Attorney Dept.  
Alisa Engnell